

Progress

Macintosh--Europe

All localized material for the UK, French, Italian, and German product are completely released to production. Cork has all the necessary parts to ship localized product in May, except for the 220v Macs and the French Guided Tours.

Production is still hoping to get some 220v. Macs to Europe in May. We still do not have a firm grasp on the numbers and times.

Prepared the localization seminar to be held in Paris in May. The seminar will teach the areas (UK, France, Germany, GEA, Latin America, Quebec) how to localize Macintosh Software.

Prepared for and accompanied Steve Jobs on his European Press Tour. Results were on the whole very positive.

Macintosh--AFEA

Entertained Canon Sales representatives and worked with Apple Japan to resolve requirements/misunderstandings with respect to localization, service and support, technical training, technical support, third party software development and distribution. Most of the issues were resolved to mutual satisfaction. We will ship Kana Macs in July.

Continued discussions on Canadian advertising and PR plans.

Lisa

The first Lisa 2/10 build for International was completed. The demand for Lisas is very good internationally.

All international keyboard layouts have been corrected for Spring Release and the pre-release version of the 3.0 software are in the areas.

Plans

Make the first shipment of first 220v. Macintoshes to Europe and Australia.

Agree on a plan for the shipment of localized product to second tier countries.

Conduct the localization seminar.

Support Canon's efforts in the Japanese Business Show.

Finalize the Kana software localization.

Issue a policy statement on Forecasting and Pricing for International.

Start preparations for the June conference with country managers.

Problems

Getting all the localized materials from the countries has been a very interesting experience. We are working on ways to make it less painful in the future.

Due to the unavailability of the universal power supply boards we have been shipping US 110v units to Japan. The power supply was not speced or tested for Japan. We are trying to keep the numbers to a minimum to avoid future service problems. We are also tracking failures carefully.

Due to the focus on the primary markets, slippage of deliveries and limited resources in Macintosh International we will be late in delivering to the second tier markets, such as Benelux, Sweden, Quebec and Latin America.

With the departure of Federico and Marein we are very short handed in handling all products in the division, e.g. we have not even started looking at Pascal.

The countries need better/closer contact with the divisions. We will increase the frequency of face-to-face meetings and formalize the means of communication to remedy the problem.